Estimate Number

543



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

Invoice # Invoice Date Invoice Month Invoice Period 08/26/12 07/30/12 - 08/21/12 941732-1 August 2012

Station Account Executive Sales Office Sales Region Eagle-Washingt National WESH Fran Berg

Advertiser Product NELSON/S/D Nelson/D/Senate

> Flight Dates Order# Alt Order # 941732 07896512 08/15/12 - 08/21/12

> Billing Calendar Billing Type Deal# Broadcast Cash

Special Handling

:30 BN12002H

\$600.00 NM

IDB# Advertiser Code Product Code 9912820

Advertiser Ref Agency Ref

www.wesh.com

Billing Address:

Abar Hutton Media Attention: Accounts Payable 6190 Grovedale CT Suite 200 Alexandria, VA 22310-2552

Send Payment To:

WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

1 WESHW

08/15/12

10:28 AM NBC Today Show II

						Spots/			
e Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1 08/15/12 Class of T	08/15/12 Fime - Immedi	M-F Early Sunrise ately Pre-emptible withou	5:00-6:00 AM t notice	W	:30	1	\$325.00	NM	, 200 to 10 10 10 10 10 10 10 10 10 10 10 10 10
Weeks:	Start Date 08/13/12	End Date MTWTFSS 08/19/12W	Spots/Week 1	<u>Rate</u> \$325.00					
Spots: <u>#</u> C 1 V		<u>Date</u> <u>Air Time</u> <u>Descr</u> /15/12 5:14 AM M-F E		Start/End Time 5:00-6:00 AM		th <u>Ad-ID</u> 30 ви12002н			<u>Rate Typ</u> \$325.00 N
2 08/17/12 Class of T	08/17/12 Fime - Immedi	M-F Sunrise @6AM ately Pre-emptible withou	6:00-7:00 AM t notice	F	:30	1	\$1,000.00	NM	
Weeks:	Start Date 08/13/12	End Date MTWTFSSF	Spots/Week 1	<u>Rate</u> \$1,000.00					
Spots: <u>#</u> 0 1 V		<u>r Date</u> <u>Air Time</u> <u>Desc</u> /17/12 6:42 AM M-F S		Start/End Time 6:00-7:00 AM		th <u>Ad-ID</u> 30 вм12002н			Rate Typ \$1,000.00 N
3 08/20/12 Class of T	08/20/12 Fime - Immedi	NBC Today Show ately Pre-emptible withou	7:00-9:00 AM t notice	M	:30	1	\$1,200.00	NM	
Weeks:	Start Date 08/20/12	End Date MTWTFSS M	Spots/Week 1	<u>Rate</u> \$1,200.00				*	
Spots: # C				Start/End Time		th Ad-ID			Rate Ty
1 V	VESHM 08	8:51 AM NBC	Today Show	7:00-9:00 AM	::	30 BN12002H		-	\$1,200.00 N
4 08/16/12 Class of 7	08/16/12 Time - Immedi	Regis & Kelly 9-10 AN ately Pre-emptible withou		T	:30	1	\$650.00	NM	1 2
Weeks:	Start Date 08/13/12	End Date MTWTFSS 08/19/12T	Spots/Week 1	<u>Rate</u> \$650.00					
Spots: # 0				Start/End Time		th Ad-ID			Rate Ty
1 V	VESHTh 08	3/16/12 9:36 AM Regis	& Kelly 9-10 AM	9:00-10:00 AM	:	30 BN12002H			\$650.00 N
5 08/20/12 Class of	08/20/12 Time - Immedi	Regis & Kelly 9-10 All ately Pre-emptible without	M 9:00-10:00 AM it notice	M	:30	1	\$650.00	NM	
Weeks:	Start Date 08/20/12	End Date MTWTFSS 08/26/12 M	Spots/Week 1	<u>Rate</u> \$650.00					
Spots: # 0				Start/End Time		th Ad-ID			Rate Ty
1 V	WESHM 08	3/20/12 9:49 AM Regis	s & Kelly 9-10 AM	9:00-10:00 AM	:	30 BN12002H			\$650.00
6 08/15/12 Class of	08/15/12 Time - Immedi	NBC Today Show II ately Pre-emptible withou	10AM-11AM at notice	W	:30	1	\$600.00	NM	
Weeks:	Start Date 08/13/12	End Date MTWTFSS 08/19/12W	Spots/Week 1	<u>Rate</u> \$600.00			2		
Spots: # 0				Start/End Time		th Ad-ID			Rate Ty
4 1	AIECLINAL OF	MEMO AGOO ABANDO	T 1 01 11	40000 44000	/	00 011 20021			0000 00

10AM-11AM

Send Payment To:



WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

Invoice # Invoice Date Invoice Month Invoice Period 941732-1 08/26/12 07/30/12 - 08/21/12 August 2012

Advertiser	Product	Estimate Number			
Nelson/D/Senate	NELSON/S/D	543			

www.wesh.com

ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
7	08/20/12 Class of Tin	08/20/12 ne - Immedi	NBC Today Show II ately Pre-emptible without	10AM-11AM notice	M	:30	1	\$600.00	NM	
	Weeks:	Start Date 08/20/12	End Date MTWTFSS 08/26/12 M	Spots/Week 1	<u>Rate</u> \$600.00					
	Spots: # Ch 1 WE		<u>r Date</u> <u>Air Time</u> <u>Descri</u> /20/12 10:58 AM NBC T		Start/End Time 10AM-11AM		th <u>Ad-ID</u> 30 BN12002H			<u>Rate Type</u> \$600.00 NM
8	08/16/12 Class of Tir	08/16/12 ne - Immedi	M-F NOON NEWS 12- ately Pre-emptible without		T	:30	1	\$300.00	NM	
	Weeks:	Start Date 08/13/12	End Date MTWTFSST	Spots/Week 1	<u>Rate</u> \$300.00			,		
	Spots: # Ch 1 WE	<u>Day Air</u> SHTh 08		ption OON NEWS 12-12:30	Start/End Time 12:00-12:30 PM		th <u>Ad-ID</u> 30 вм12002н		•	<u>Rate Type</u> \$300.00 NM
9	08/21/12 Class of Tir	08/21/12 ne - Immedi	M-F NOON NEWS 12- ately Pre-emptible without		-T	:30	1	\$300.00	NM	
	Weeks:	Start Date 08/20/12	End Date MTWTFSS 08/26/12 -T	Spots/Week 1	<u>Rate</u> \$300.00					
	Spots: # Ch 1 WE	<u>Day Ai</u> ESHTu 08		ption OON NEWS 12-12:30	Start/End Time 12:00-12:30 PM		th <u>Ad-ID</u> 30 вм12002н			<u>Rate</u> <u>Type</u> \$300.00 NM
10	08/16/12 Class of Tir	08/16/12 ne - Immedi	Anderson Cooper 2-3p ately Pre-emptible without		T	:30	1	\$150.00	NM	
	Weeks:	Start Date 08/13/12	End Date MTWTFSST	Spots/Week 1	<u>Rate</u> \$150.00	7 , 7				
	Spots: # Ch 1 Wi	<u>Day Ai</u> ESHTh 08		ption son Cooper 2-3p	Start/End Time 2:00p-3:00p		th Ad-ID 30 BN12002H			Rate Type \$150.00 NM
11	08/21/12 Class of Tir	08/21/12 me - Immedi	Anderson Cooper 2-3p ately Pre-emptible without		-T	:30	1	\$150.00	NM	
	Weeks:	Start Date 08/20/12	End Date MTWTFSS 08/26/12 -T	Spots/Week 1	<u>Rate</u> \$150.00			20.		
P. S	Spots: # Ch 1 Wi	i <u>Day Ai</u> ESHTu 08		ption son Cooper 2-3p	Start/End Time 2:00p-3:00p	-	th <u>Ad-ID</u> 30 BN12002H			<u>Rate</u> <u>Type</u> \$150.00 NM
12	08/16/12 Class of Tir	08/17/12 me - Immedi	M-F 3-4 PM ately Pre-emptible without	3:00-4:00 PM notice	11	:30	2	\$400.00	NM	
	Weeks:	Start Date 08/13/12	End Date MTWTFSS11	Spots/Week 2	<u>Rate</u> \$400.00		= ×			
	Spots: # Ch		<u>r Date</u> <u>Air Time</u> <u>Descr</u> 3/16/12 3:43 PM M-F 3		Start/End Time 3:00-4:00 PM	-	th Ad-ID 30 BN12002H			Rate Type \$400.00 NM
			3/17/12 3:24 PM M-F 3		3:00-4:00 PM		30 BN12002H			\$400.00 NN
13	08/21/12 Class of Tir	08/21/12 ne - Immedi	M-F 3-4 PM iately Pre-emptible without	3:00-4:00 PM notice	-Т	:30	1	\$400.00	NM	
	Weeks:	Start Date 08/20/12	<u>End Date</u> <u>MTWTFSS</u> 08/26/12 -T	Spots/Week 1	<u>Rate</u> \$400.00					
	Spots: # Ch	n <u>Day Ai</u> ESHTu 08			Start/End Time 3:00-4:00 PM		<u>ath Ad-ID</u> 30 BN12002H	secon		<u>Rate</u> <u>Type</u> \$400.00 NM
14	08/15/12 Class of Ti	08/17/12 me - Immedi	M-F 4-5 PM NEWS iately Pre-emptible without	M-F 4-5 PM notice	1-1	:30	2	\$700.00	NM	
	Weeks:	Start Date 08/13/12	End Date MTWTFSS1-1	Spots/Week 2	<u>Rate</u> \$700.00			=		
	Spots: # Ch		<u>ir Date</u> <u>Air Time</u> <u>Descr</u> 3/15/12 <u>4:13 PM M-F 4</u>		Start/End Time		ath Ad-ID 30 BN12002H			<u>Rate Type</u> \$700.00 NN
-			3/17/12 4:58 PM M-F 4		M-F 4-5 PM M-F 4-5 PM		30 BN12002H			\$700.00 NN
15	08/21/12 Class of Ti	08/21/12 me - Immed	M-F Entertainment To iately Pre-emptible without		-T	:30	1	\$1,600.00	NM	
	Weeks:	Start Date 08/20/12	End Date MTWTFSS -T	Spots/Week 1	Rate \$1,600.00					

Send Payment To:

DUPINVOICEATE



Invoice #	Invoice Date	Invoice Month	Invoice Period
941732-1	08/26/12	August 2012	07/30/12 - 08/21/12

Advertiser	Product	Estimate Number				
Nelson/D/Senate	NELSON/S/D	543				

www.wesh.com

www.wesh.com									
ine Start Date	e End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
15 08/21/12 Class of		M-F Entertainment To ately Pre-emptible withou	nigł7:00-730 PM t notice	-T	:30	1	\$1,600.00	NM	
Spots: <u>#</u> 0 1 V	AND AND ADDRESS OF THE PARTY OF		ription Entertainment Tonight	Start/End Time 7:00-730 PM		1 <u>Ad-ID</u>) вм12002н			<u>Rate</u> <u>Type</u> \$1,600.00 NM
16 08/21/12 Class of	08/21/12 Time - Immedia	M-Su News @ 11PM ately Pre-emptible withou	11-1135p t notice	-T	:30	1	\$1,300.00	NM	The state of the s
Weeks: Spots: # 0	Start Date 08/20/12	End Date MTWTFSS 08/26/12 -T r Date Air Time Desc	Spots/Week 1 ription	Rate \$1,300.00 <u>Start/End Time</u> 11-1135p		1 <u>Ad-ID</u>) вм12002н		F 2.	<u>Rate</u> <u>Type</u> \$1,300.00 NM
17 08/16/12 Class of	08/17/12 Time - Immedia	Late Night w/Jimmy Fately Pre-emptible withou		11	:30	2	\$250.00	NM	
Weeks: Spots: # 0 1 V	Start Date 08/13/12 Ch <u>Day Air</u> WESHTh 08	End Date MTWTFSS 08/19/1211 r Date Air Time Desc /16/12 1:21 AM Late	Spots/Week 2	Rate \$250.00 <u>Start/End Time</u> 12:35-1:35XM 12:35-1:35XM	:30	1 <u>Ad-ID</u>) BN12002H) BN12002H	-		<u>Rate</u> <u>Type</u> \$250.00 NM \$250.00 NM
18 08/20/12 Class of		Late Night w/Jimmy Fately Pre-emptible withou	alloi12:35-1:35XM t notice	11	:30	2	\$250.00	NM	C.
	WESHM 08	08/26/12 11 r Date Air Time Desc //20/12 1:08 AM Late	Spots/Week 2 ription Night w/Jimmy Fallon Night w/Jimmy Fallon	Rate \$250.00 Start/End Time 12:35-1:35XM 12:35-1:35XM	:30	<u>Ad-ID</u>) ви12002н) ви12002н	-	_	Rate Type \$250.00 NM \$250.00 NM
19 08/18/12 Class of		sat/sun 5-6a ros ately Pre-emptible withou	sat/sun 5-6a ros	11	:30	2	\$75.00	NM	
		08/19/1211 r Date Air Time Desc 1/18/12 5:13 AM sat/s	un 5-6a ros	Rate \$75.00 <u>Start/End Time</u> sat/sun 5-6a ros sat/sun 5-6a ros	s :3	h <u>Ad-ID</u> 0 ви12002н 0 ви12002н			<u>Rate Type</u> \$75.00 NM \$75.00 NM
20 08/18/12 Class of		Sat Sunrise 6-8 AM ately Pre-emptible withou	6:00-8:00 AM at notice	S-	:30	1	\$400.00	NM	
Weeks: Spots: # 0			Spots/Week 1 ription Sunrise 6-8 AM	<u>Rate</u> \$400.00 <u>Start/End Time</u> 6:00-8:00 AM	-	<u>h Ad-ID</u> 0 вм12002н			<u>Rate</u> <u>Type</u> \$400.00 NM
21 08/18/12 Class of	08/18/12 Time - Immedi	Sat. Entertainment the ately Pre-emptible without	is W7:00-8:00 PM it notice	S-	:30	1	\$700.00	NM	
Weeks: Spots: <u>#</u> 1 \	Start Date 08/13/12 Ch <u>Day Ai</u> WESHSa 08		1	<u>Rate</u> \$700.00 <u>Start/End Time</u> ek 7:00-8:00 PM		<u>h</u> <u>Ad-ID</u> 0 ви12002н			<u>Rate</u> <u>Type</u> \$700.00 NM
22 08/19/12 Class of	Time - Immedi	Sun Sunrise@6-8 AN iately Pre-emptible withou	ut notice	S	:30	1	\$400.00	NM	
Weeks: Spots: #	08/13/12		1	<u>Rate</u> \$400.00 <u>Start/End Time</u> 6:00-8:00 AM		h <u>Ad-ID</u> 0 ви12002н			<u>Rate</u> <u>Type</u> \$400.00 NM

Send Payment To:





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

 Invoice #
 Invoice Date
 Invoice Month
 Invoice Period

 941732-1
 08/26/12
 August 2012
 07/30/12 - 08/21/12

Advertiser	Product	Estimate Number			
Nelson/D/Senate	NELSON/S/D	543			

www.wesh.com

Payment Terms 30 Days

Gross Total \$14,075.00

Agency Commission \$2,111.25

Net Amount Due \$11,963.75